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(54) **SYSTEM AND METHOD FOR DISPLAYING COLUMNS OF SEARCH RESULTS**

16/285; G06F 16/248; G06Q 30/02; G06Q 30/0206; G06Q 30/0247; G06Q 30/0275; G06Q 30/0256

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See application file for complete search history.

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(\*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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**Related U.S. Application Data**

(63) Continuation of application No. 13/237,793, filed on Sep. 20, 2011, now abandoned, which is a continuation of application No. 11/540,738, filed on Sep. 29, 2006, now Pat. No. 8,037,060.

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(57) **ABSTRACT**

A method for generating search results based on a search term and displaying the search results in one or more groupings. The method includes receiving a search term entered by a user, selecting one or more search result groupings based on the search term entered by the user and at least in part on a bid amount associated with the search term, providing search results based on the search term entered by the user for each search result grouping, and displaying the search groupings to the user.

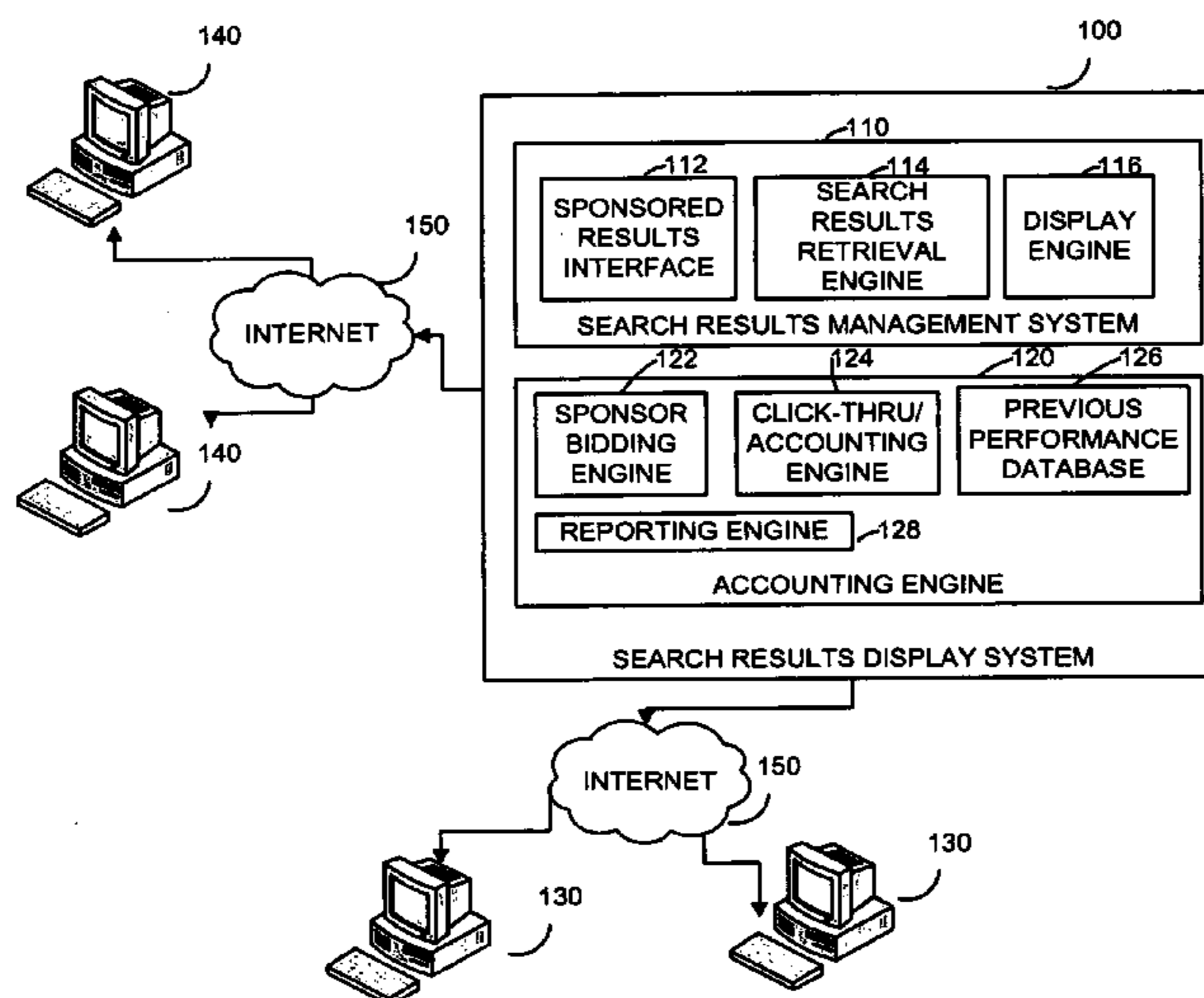
(52) **U.S. Cl.**

CPC ..... **G06F 16/358** (2019.01); **G06F 16/248** (2019.01); **G06F 16/285** (2019.01); **G06F 16/345** (2019.01); **G06Q 30/0256** (2013.01); **G06Q 30/0275** (2013.01)

(58) **Field of Classification Search**

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**18 Claims, 6 Drawing Sheets**



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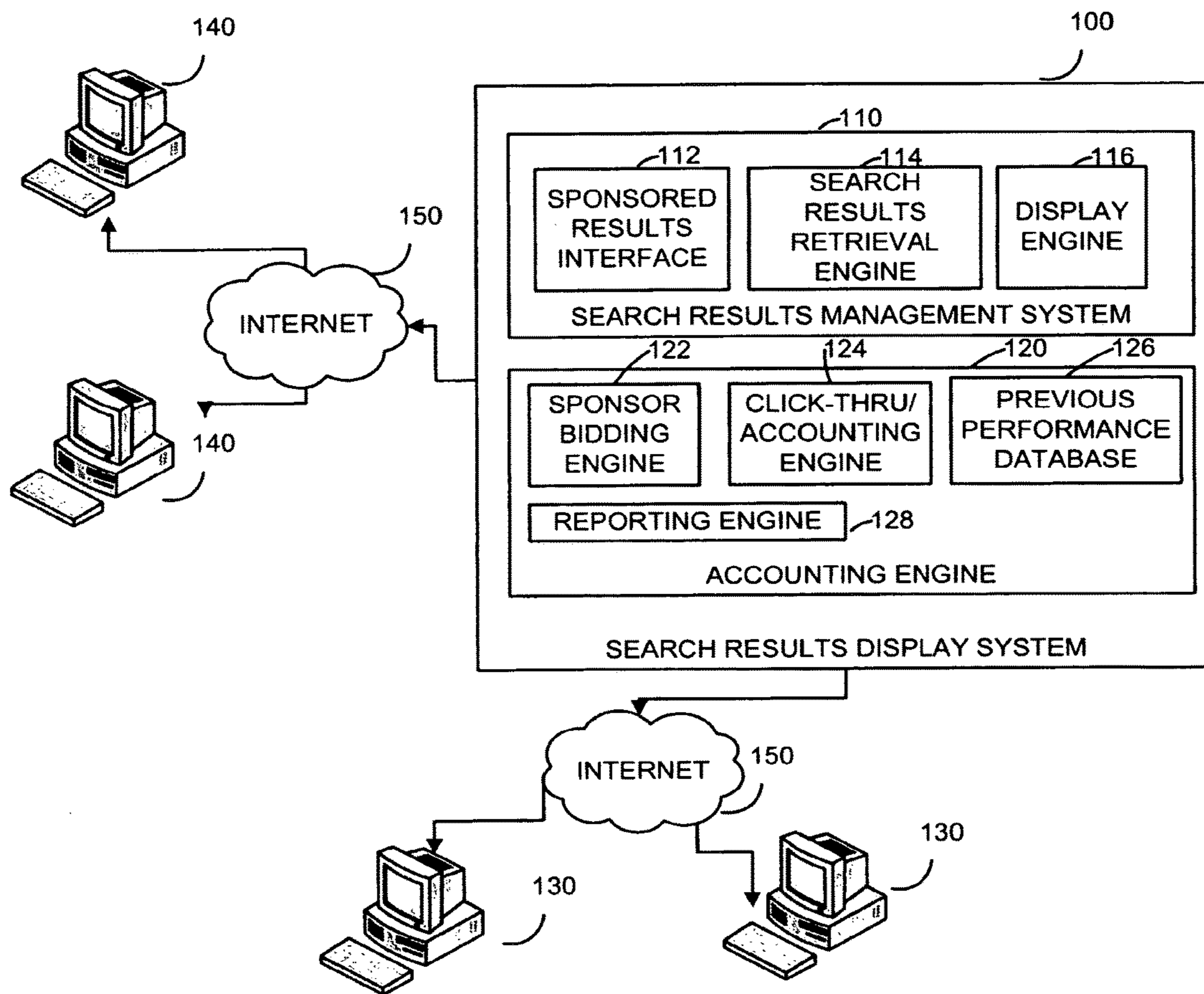


FIG. 1



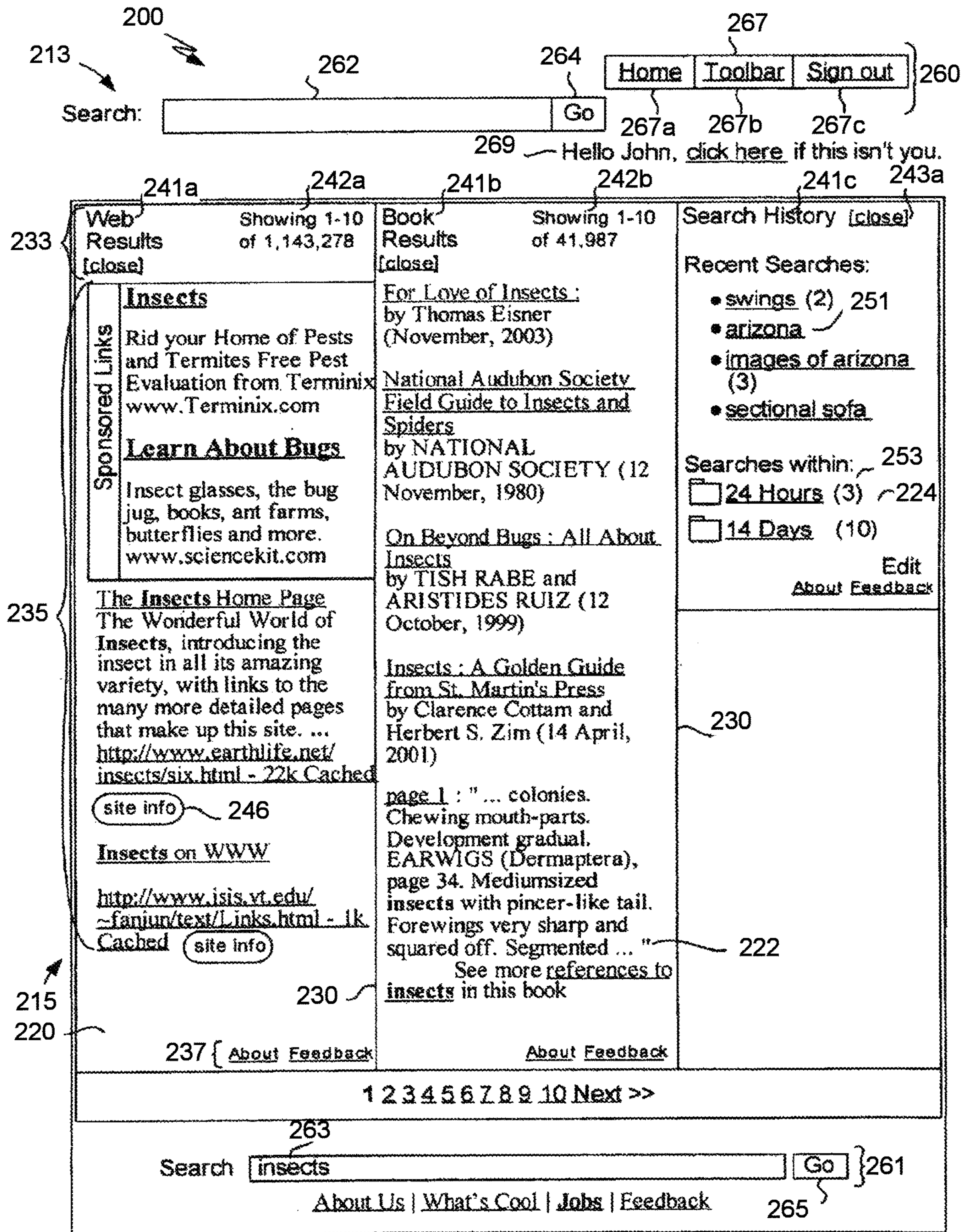


FIG. 2



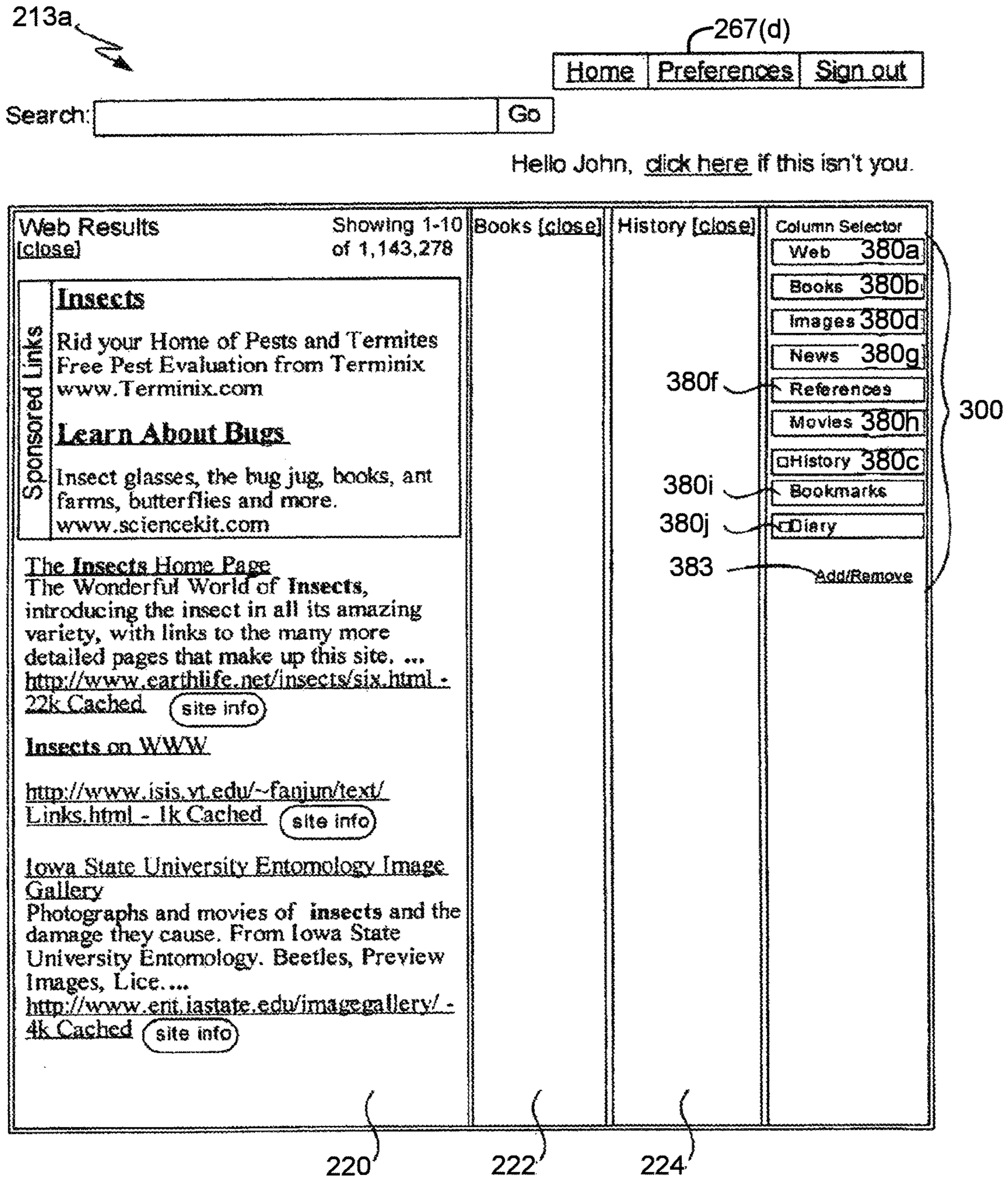


FIG. 3

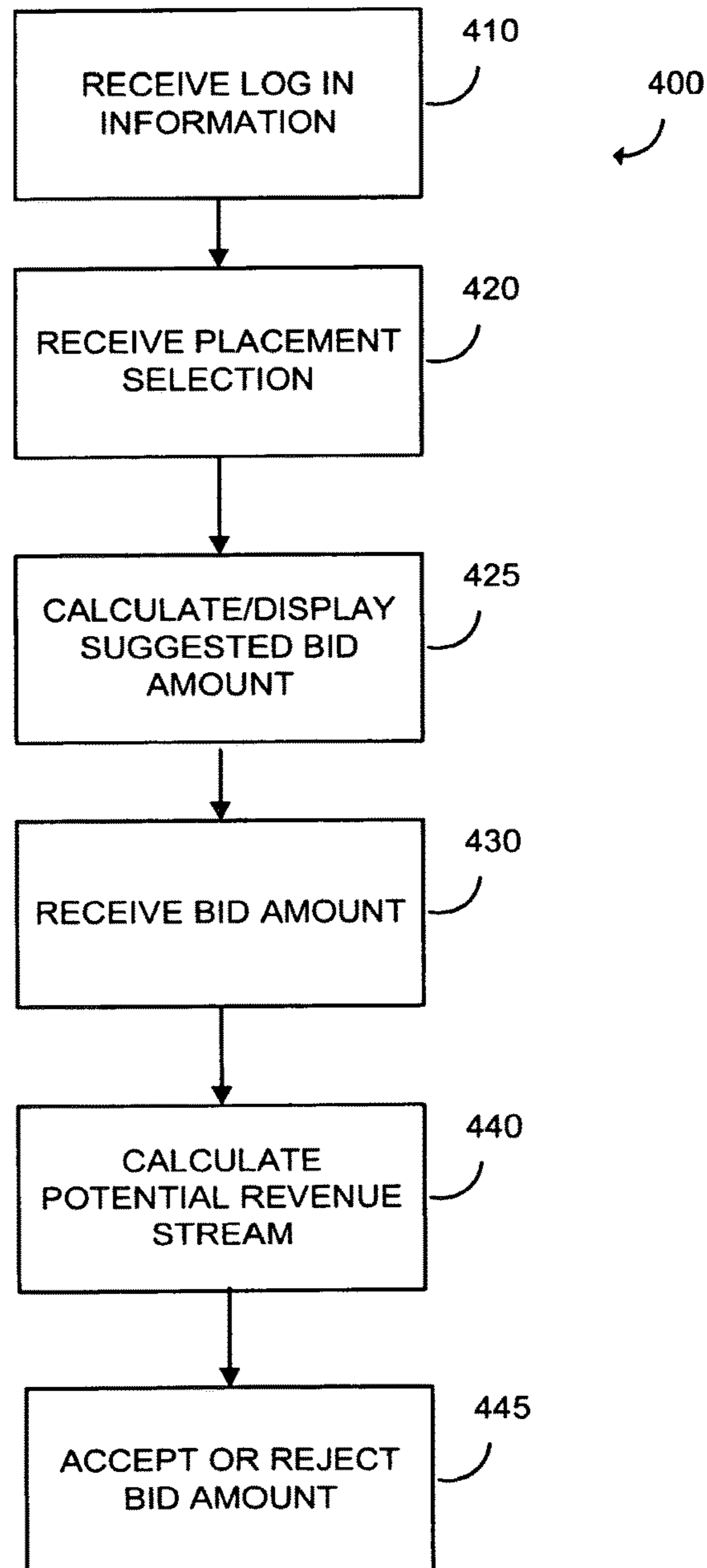


FIG. 4A

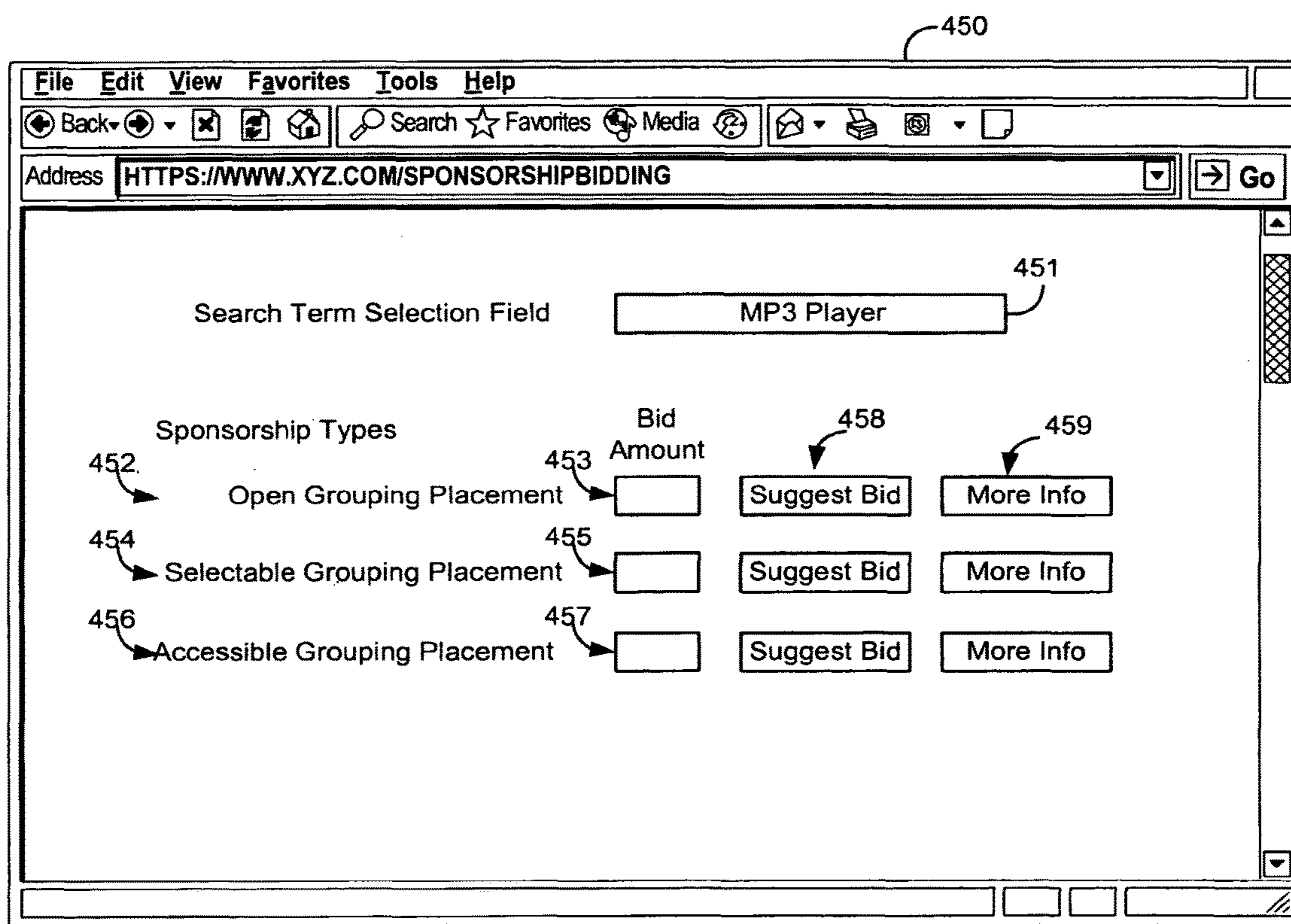


FIG. 4B

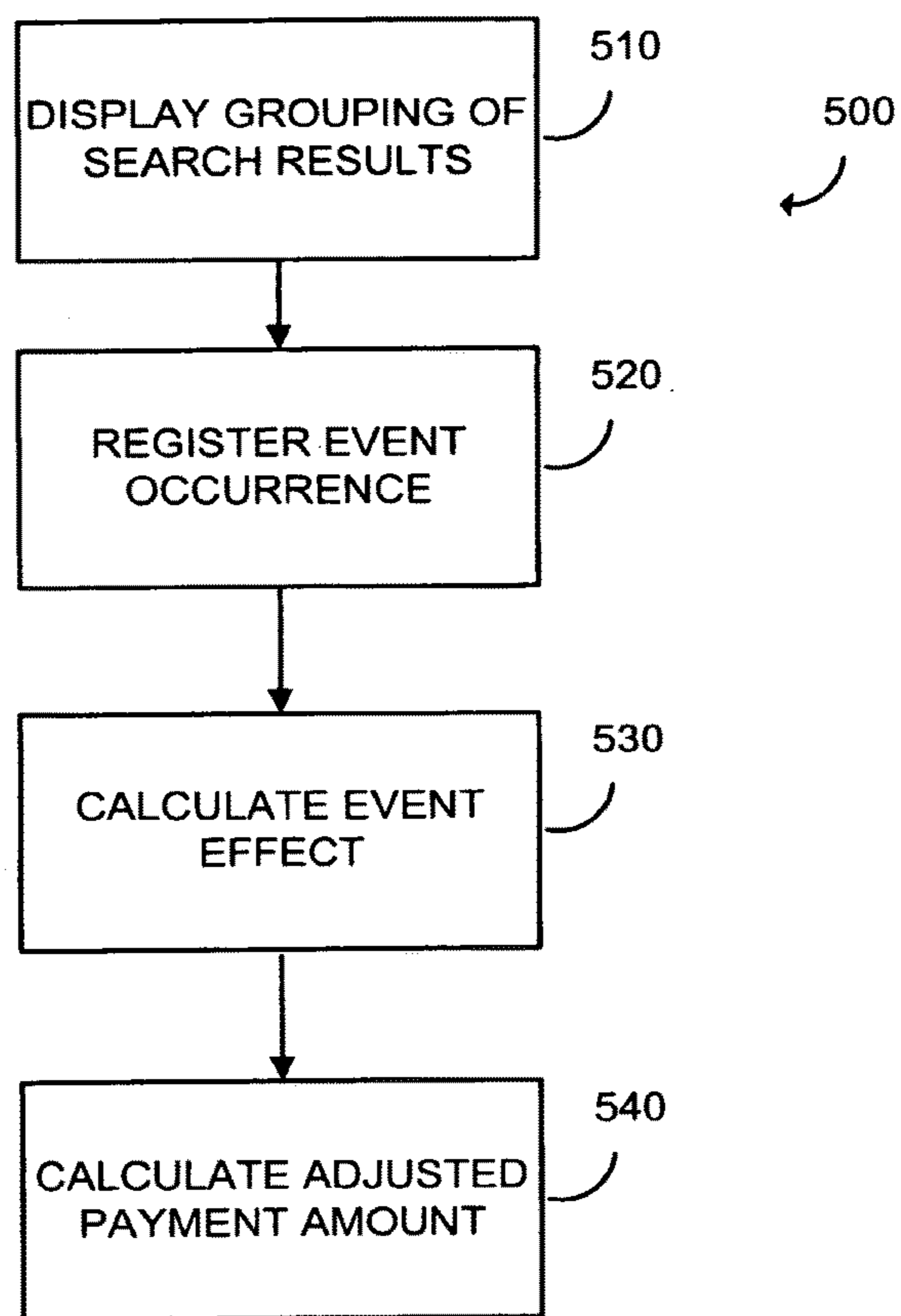


FIG. 5



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## SYSTEM AND METHOD FOR DISPLAYING COLUMNS OF SEARCH RESULTS

### CROSS-REFERENCES TO RELATED APPLICATIONS

This application is a continuation of U.S. application Ser. No. 13/237,793, entitled "SYSTEM AND METHOD FOR DISPLAYING COLUMNS OF SEARCH RESULTS," filed Sep. 20, 2011; which is a continuation of U.S. application Ser. No. 11/540,738, entitled "SYSTEM AND METHOD FOR DISPLAYING COLUMNS OF SEARCH RESULTS," filed Sep. 29, 2006 which are incorporated herein by reference for all purposes.

### BACKGROUND OF THE INVENTION

There are currently a wide variety of search engines and search tools that permit computer users to search for electronic information. Some search engines allow users to search general network-stored content. These and other search engines allow users to search narrower and/or other categories of information as well. For example, a search engine may allow users to search such categories as images, news, products for sale, etc. The search engine may further allow the user to search a category of the network-stored content organized by topic (e.g., art, business, computers, science, shopping, sports, etc.) or by various subcategories of content.

Different categories of search results and/or different topics of search results may be displayed to the user. One example may include a user interface having a plurality of search result groupings, such as columns, where each search result grouping is associated with a unique category and/or topic. The presentation of the categories in the user interface may be configured according to a wide variety of criteria, such as likelihood of applicability to a search term, previously selected categories of interest, etc. The configuration of columns may affect the likelihood that a user will select a link within any particular column.

Search engines generally allow sponsors to prominently display their links on search engine user interfaces using sponsored links. Sponsored links are search results that are provided based on the search results when users input search terms to a search engine. For example, if a visitor to the search engine enters the term "flowers," search results that a sponsor believes may be relevant to someone searching for flowers are displayed. Sponsors generally pay the provider of the search engine a fee for the display of the search results. The search results appear as a result of sponsors bidding on particular search terms, such as "flowers."

The bidding process is commonly managed by an intermediary, such as the search engine provider. Sponsors bid on search terms and submit search results associated with the search terms to the intermediary. The intermediary typically utilizes one or more engines for associating the search results with bids and search terms, keeping track of the highest bidders, scheduling, etc., and ensuring that at any given instance the search results corresponding to the highest bids are displayed when search terms matching the search terms are entered by the users of the search engine. Whenever a visitor clicks on a displayed search result, referred to herein as a "click event," the intermediary charges the sponsor a fee. The intermediary also commonly monitors the "click-through" rate (e.g., how many users actually select or click on the displayed advertisement). In some cases, if the number of users clicking on the sponsored

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search result is too low, the sponsored search result will no longer be displayed, even if it is associated with the highest bid.

An ongoing challenge is to ensure that sponsors receive adequate value for the money they spend on sponsorship. It would be beneficial to sponsors to be able to focus their advertising spending to capture the value of a prominently displayed search result grouping. It should be understood that, although certain advantages are described, the teachings herein may be used to implement systems and methods that do not have any of these advantages but which have other advantages.

### BRIEF SUMMARY OF THE INVENTION

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According to an exemplary embodiment, a method for generating search results based on a search term and displaying the search results in one or more groupings is shown. The method includes receiving a search term entered by a user, selecting one or more search result groupings based on the search term entered by the user and at least in part on a bid amount associated with the search term, providing search results based on the search term entered by the user for each search result grouping, and displaying the search groupings to the user.

This summary and the following detailed description are directed to certain specific embodiments of the invention. The invention is not limited to the particular embodiments and applications described herein. The invention is defined only by the claims.

### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a search results display system, and associated components, used to implement a search results display and associated methods, according to one illustrative embodiment;

FIG. 2 is a representative user interface, according to an illustrative embodiment;

FIG. 3 is another embodiment of a user interface, according to another illustrative embodiment;

FIG. 4A is a flowchart illustrating a method of providing a grouping of search results based on a sponsor bid that was submitted by the sponsor, according to an illustrative embodiment;

FIG. 4B is an illustration of a web-based bidding interface that allows a sponsor to place different bids for different placements of a grouping of search results, according to an illustrative embodiment; and

FIG. 5 is a flowchart illustrating a method of adjusting the amount paid by the sponsor of a sponsored grouping of search results based on a performance metric, according to an illustrative embodiment.

### DETAILED DESCRIPTION OF THE INVENTION

The present application provides a search results display system **100** that displays groupings of search results to a user, such as the columns shown in FIG. 2 and described in further detail below. The system is configured to display search results associated with a search term entered by the user in one or more groupings. The search results may be grouped by category, provider, topic, result type, etc. The system is configured to display the groupings of search results in accordance with bids received from search group-



ing sponsors. The search grouping sponsors may be search grouping providers, advertisers, search result providers, retailers, etc.

In one embodiment, a search grouping sponsor may desire to secure a premium location or manner of display on a user interface within which that sponsor's grouping of search results will be displayed. A prominently displayed grouping of search results may be more likely to be clicked upon by a user compared to a search grouping that is less prominently displayed. Because of the premium involved, a sponsor submits a bid using bidding functionality associated with search results display system 100 to secure the location, described in further detail below with reference to FIGS. 4A and 4B.

Referring now to FIG. 1, a search results display system 100, and associated components, used to implement the search results display and associated methods is shown, according to an exemplary embodiment. Search results display system 100 includes a search results management system 110 configured to receive, generate, and display one or more groupings of search results to one or more users 130 and an accounting engine 120 configured to receive bids from one or more sponsors 140. Although a particular configuration of systems, interfaces, and engines is shown according to an exemplary embodiment, it should be understood that system 100 may be configured to include more, fewer, and/or a different configuration of components to perform the function described herein.

Search results display system 100 may be implemented using separate computing systems (e.g., separate servers) or may be implemented as processes on a single computing system. Further, each engine or interface may alternatively be implemented using multiple, distributed systems.

Search results management system 110 includes a sponsored results interface 112, a search results retrieval engine 114, and a display engine 116. Search results management system 110 is configured to receive one or more groupings of search results from one or more sponsors 140 over a network 150, such as the Internet, generate additional groupings of search results as needed, and display one or more groupings of search results to one or more users 130.

Sponsored results interface 112 may be any type of computer system or application configured to interface with a computer system associated with a sponsor 140 to receive one or more sponsored groupings of search results to be displayed to one or more users 130. A sponsored grouping of search results may be received based on a successful bid made by the sponsor 140 providing the sponsored grouping of search results. The grouping of search results may be associated with a particular search term for which the sponsor provided the bid. The sponsored grouping of search results may be received each time the search term is entered by a user 130 to provide for update search results or may be an archived grouping stored by system 100 or any other system. In contrast, a sponsored link is link to single instance of a search result and not a grouping of search results.

Search results retrieval engine 114 may be configured to generate or receive one or more groupings of search results based upon one or more search terms entered by a user 130. The search term may be provided by user 130 in an input field of a user interface provided by display engine 116. Each grouping of search results is a collection of search results that are associated with a particular category, topic, file type, source, or any other common element or feature. The grouping may be generated by system 100, a sponsor system, or any other source.

Display engine 116 provides a user interface for displaying groupings of search results and a user interface configured to receive one or more search terms from a user 130. The user interface may be implemented as a set of web page templates and associated code modules.

Search results accounting system 120 includes a sponsor bidding engine 122, click-thru/accounting engine 124, a previous performance database 126, and a reporting engine 128. Search results accounting engine 110 is configured to provide a bidding interface and implement a bidding method allowing sponsors 140 to submit bids to system 100 for displaying their sponsored grouping of search results in a particular manner on the user interface provided by display engine 116. Search results accounting engine 110 is further configured to track the activity of users 130 in clicking on the sponsored groupings of search results, maintain and provide performance information related to the display of the sponsored grouping of search results, and to generate reporting information to be provided to sponsors 140.

Sponsor bidding engine 122 is configured to implement code and provide an interface configured to allow one or more sponsors to submit bids for placement their sponsored grouping of search results within a user interface implemented by display engine 116. Sponsors may submit bids to have their sponsored grouping of search results placed according to any manner of different configurations, such as, visible grouping of search results, obscured groupings of search results, accessible groupings of search results, etc. Placement can include a relative location on a user interface, a display method to be used when providing the grouping, and/or any other aspect of how the grouping is presented to a user. The groupings of search results and their relative placement within the user interface are shown and described herein in more detail below with reference to FIGS. 2 and 3.

Click-thru/accounting engine 124 may be a computer system or software configured for processing events related to the display of groupings of search results, and for recording resulting charges in the previous performance/accounting database 126. Exemplary events may include, but are not limited to, display of a sponsored grouping of search results, display of a sponsored grouping of search results in a particular placement, selection of a search results within a sponsored grouping of search results, etc. Accounting engine 124 may further be configured to adjust an amount owed by a sponsor based on one or more of the events, as described in further detail below with reference to FIG. 5.

Previous performance/accounting database 126 is any type of database configured to receive and store information related to the operation of system 100. Exemplary information may include, but is not limited to, submitted bids, bids associated with particular search terms, display history for sponsored groups of search results, events associated with sponsored groups of search results, etc. The data used by the reporting interface 128, described below, may be maintained in a performance/accounting database 126. This information may be obtained based on purchases made from web publishers, advertisers, public information, gathered information, etc.

The reporting interface 128 provides functionality for reporting the results of sponsorship of a grouping of search results. Sponsors may access this interface 128 to evaluate the respective sponsorship. For example, reporting interface 128 maybe configured to display the number of users 130 that clicked on the sponsor's grouping of search results that actually made a purchase or opened the sponsor's web page. The current purchase and/or access information for users 130 that clicked on a sponsor's grouping of search results



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may be displayed to illustrate advantages associated with sponsoring groupings of search results. For example, such information may be used to perform a cost-benefit analysis of submitting higher bids for displaying the sponsored grouping of search results in a particular placement, as described below. Advantageously, reporting interface 128 maybe used to illustrate the benefit derived by the sponsors of groupings of search results.

Referring now to FIG. 2, a representative user interface 200 is shown, according to an exemplary embodiment. The user interface 200 is represented as a browser window 213 that includes a search results window 215 having a plurality, of separate panes. A pane maybe be any divided portion of space for user interface. In the illustrated embodiment three panes 220, 222 and 224 are provided that are visually divided into three adjacent columns. The panes are arranged to display different types of search results and/or search related information. Adjacent panes are separated by column markers 230. As will be explained in more detail below, the column markers 230 are arranged so that the relative widths of the columns may be adjusted by dragging the column markers back and forth.

Each pane includes a header region 233, a body region 235 and a footer region 237. In the illustrated embodiment, each of the headers includes a title field 241(a) and a close button 243(a). The title field displays a simple title that identifies the type of search results or search related information. For example, the title in title field 241(a) for pane 220 reads "Web Results" which indicates that the contents displayed in the body of pane 220 are the search results from a general web search. By way of example, the web search results may be the results of a general web search provided by a third party search engine or any similar general web based search engine. Title field 241(b) reads "Book Results" which indicates that the contents displayed in the body of pane 222 are the search results from a search of the contents of books. In the illustrated embodiment, the book search results are the results of a book text database provided by an online bookseller, although of course, the search could be of any suitable database. Title field 241(c) reads "Search History" which indicates that the contents displayed in the body of pane 224 is information indicative of searches that were previously conducted by the current user. It should be appreciated that the searches in the different categories may be conducted by the same search engine or by different search services.

The header regions also each have a "close" button or link 243(a), which will close the associated pane when selected. By way of example, if the close button 243(a) is selected in the environment illustrated in FIG. 2, it would cause the window 215 to refresh with the pane 224 closed. If the close button 243(b) associated with pane 222 is thereafter selected, it would also close the pane 222 and refresh window 215 with both panes 222 and 224 closed.

The headers 233 may also include other information that is believed to be useful to the user 130. By way of example, the headers associated with the search results columns 220, 222 may include an indication 242(a), 242(b) of the number of search results found together with an indication of the results currently being shown in the associated pane.

The search results may be presented in any manner or form that is desired or deemed suitable by the search provider. In the illustrated embodiment, the body region 235 of the search result panes (columns) 220, 222 include a results list. Each entry in the web search results displayed in column 220 contains a link to the associated web page and typically includes a very short excerpt from the associated

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page (or page metadata). If a user selects a search result link, the browser is directed to retrieve and display the associated web page using standard browsing techniques. In a different embodiment (not illustrated) the body region 235 of one of the search result panes (columns) 220, 222 includes a scaled down or "preview" version of the web pages that is associated with the web search results. The preview version of the web pages can be displayed in the same pane as the links, similar to how the short excerpts from the associated pages are displayed in the embodiment illustrated in FIG. 2. Alternatively, the preview versions of the web pages can be displayed in a pane that is adjacent to the search result pane 220, 222, for example, as a result of a user moving his computer mouse across a web results listing link. In one embodiment, the user 130 can select the displayed preview version of a web page and thereby cause the browser to be directed to retrieve and display the actual web page using Standard browsing techniques.

Each entry in the web search results may also include other information believed to be of interest to the user 130. For example, some of the illustrated listings include a "site info" button that contains a link that provides information about the referenced website. In one implementation, the site info button causes a website information search to be performed on the associated web site.

When desired, the results within a column may be divided into sponsored results and un-sponsored results as illustrated in column 220. Typically, sponsored results are search results that an entity paid to have presented in response to the use of certain search terms. Of course the ordering of the search results, the presence or absence of sponsored search results and the general content of each listed entry may be widely varied.

In the illustrated embodiment, each listing in the book search results displayed in column 222 includes an indication of the book title, author, publication date, and potentially a very brief excerpt from the book. The book titles may contain an embedded link to a commercial bookseller's web page that is associated with the book (e.g. a page from which a user may purchase the book). If the user selects a book link, the browser is directed to retrieve and display the selected book related page.

The body section 235 of the search history pane 224 contains a listing of the users recent search history. The manner of presenting the search history may be widely varied. Some ways of gathering and presenting search history information are described in U.S. patent application Ser. No. 10/612,395, filed on Jul. 2, 2003, and entitled "Server Architecture and Methods for Persistently Storing and Serving Event Data," which is hereby incorporated herein by reference in its entirety. In the embodiment illustrated in FIG. 2, the search history information is presented in terms of a listing of a few of the most recent searches that were conducted followed by the presentation of a set of folders that contain listings of the searches that were conducted by the user in specific time periods. By way of example, the illustrated embodiments lists the four most recently executed searches and an indication of how many times those searches were run if they were recently run multiple times. Each of the search history entries 251 is arranged as a link. Selection of a recent search history entry 251 causes that search to be re-executed or updated or if the search results have been cached (or otherwise stored), they may simply be redisplayed. The re-executed (or redisplayed) search results would then be presented using the multi-paned search results window 215 described herein.



The search history folders **253** are also arranged as links. Each folder has an associated time period such as the last 24 hours, the last week, the last 14 days, the last month, etc. These folders each contain a list of search history entries corresponding to the searches that were conducted in the corresponding time period. Selection of a search history folder causes a list of search history entries corresponding to searches that were performed during the corresponding time period to be displayed within pane **224**, while maintaining the contents of the other displayed panes (e.g., **220** and **222**).

In addition to the multi-paned search results window **215**, the user interface associated with web page **213** may also include some page header information **260** and some page footer information **261**. In the illustrated embodiment, both the page header and the page footer include a search dialog box **262**, **263**, which permits users to enter search terms for a new search and a "go" button **264**, **265** which causes the execution of a search entered into its associated search dialog box **262**, **263**. The execution of a new search typically causes the contents of the entire multi-paned search results window **215** to be updated to display the new search results.

The page header **260** and page footer **261** may also contain any other information believed to be useful and desirable. For example, in the illustrated embodiment, the page header **260** also includes a string of buttons **267**. The first button **267(a)** provides a link to the home page of the web site hosting the described search results GUI. The second button **267(b)** provides a link to a toolbar that can be used to provide additional functionality. The third button **267(c)** allows a user to sign out. The illustrated page header also includes a greeting **269** that welcomes the user and provides a link to a sign-in page in the event that the wrong user has been identified. It should be appreciated that signing in or otherwise recognizing the user is useful in embodiments that track the search history so that the search history accurately reflects the current user's search history.

Referring next to FIG. 3, another embodiment of a user interface is shown, according to an exemplary embodiment. In this embodiment, the panes and the surrounding features (e.g., search dialog box **262**, etc.) may be generally configured the same manner as in the previously described embodiment. However, a column selector **300** is also provided that in the illustrated embodiment, is displayed along the right hand side of the search results window adjacent the visible panes. Of course, in other embodiments, the location of the column selector **300** may be varied, and it may be placed, for example, in the header or footer portion of search results page **213(a)**, along the left side of the page or at any other suitable location. In the state illustrated in FIG. 3, the search results page **213(a)** has three visible columns **220**, **222** and **224**, which correspond to the web results, book results and search history categories previously described. The illustrated column selector **300** has a set of nine vertically separated buttons **380** that correspond to the available categories. In the illustrated embodiment, the buttons (which correspond to the available categories) include web results button **380(a)**, book results button **380(b)**, images results button **380(d)**, news button **380(g)**, reference button **380(f)**, movie button **380(h)**, history button **380(c)**, bookmark button **380(i)** and diary button **380(j)**.

The illustrated column selector **300** also includes an add/remove link **383** that links to a column selector preferences dialog box (not shown) that permits users to configure their column selector **300**. The preferences button **267(d)** may also be used to provide users access to either the same or a different preferences dialog interface. By way of example, the user may be given control over the buttons that

are presented, the display location of the column selector, display colors, pane sizing and configuration constraints, the maximum number of visible panes, pane resizing rules in response to the opening and closing of new panes, etc.

A closed pane may be opened by selecting its associated button **380** in the column selector **300** and optionally, an visible pane can be closed by selecting the same button. In the illustrated embodiment, the column selector is provided in addition to any close or open buttons/links that may be provided in a displayed column as described in the previous embodiments. As discussed above, when a closed pane is opened, the other visible panes are typically resized, but remain visible. It should be appreciated that if too many panes are visible at a particular time, then some of the columns will become too narrow to be able to present useful information. Therefore, the system may be arranged so that when a new pane is opened and there are too many visible columns, then one or more of the existing visible columns may be automatically closed. There are a wide variety of rules that could be applied to dictate when a pane should be automatically closed without user input and what particular pane to close. Preferably, the user would be given at least some control over the rules applied by accessing the preferences dialog box.

By way of example, one automatic closing rule could be to provide a designated maximum number of panes (e.g. 5 columns) that may be open at one time. Using this approach, there also has to be a rule designating which of the currently visible columns to close when a new pane is opened. One suitable rule would be to close the pane that had not been clicked in or otherwise browsed for the longest period of time. Another suitable rule would be to close the smallest visible pane.

A different automatic closing rule would be to close each pane that falls below a designated minimum display width. By way of example, threshold widths on the order of 10-20 percent of the available columns display space width may work well for this approach. In this approach, when a new pane is opened, the existing panes may be resized as described above. However if any of the panes would be reduced in width below the designated minimum display width, those panes would be closed and the others resized appropriately. Alternatively, one of the narrowest of the panes could be closed and the other sizes recalculated. If any of the remaining panes are still narrower than the designated minimum display width, the then narrowest pane would also be closed and the remaining panes resized in accordance with the appropriate resizing rules. Of course, a wide variety of other resizing rules could be used as well.

Referring now to FIG. 4A, a flowchart **400** illustrating a method for receiving bids for placement of a sponsored grouping of search results within a interface is shown, according to an exemplary embodiment. Although a particular order of steps are shown in a particular order, the method may include more, fewer, and/or a different ordering of steps.

In a step **410**, system **100** may receive log in information through a bidding interface from a sponsor to initiate the bidding process. The received log in information may be used to access database **126** to access information regarding the potential sponsor including a past history of bids and submitted groupings of search results, a credit history for the sponsor, a performance history (such a number of click thrus generated, the time spent on a web page selected from previous groupings, the results of a client satisfaction survey, previously received rating and/or complaints, etc.) for grouping of search results provided by the sponsor, etc.



In a step **420**, system **100** may be configured to utilize the bidding interface to present and receive a selection from a listing of placements within the user interface displaying the grouping of search results. Sponsor **140** may select a placement where they would like to bid to have their grouping of search results placed. Exemplary placements may include visible search results groupings, such as panes **220**, **222**, and **224**, obscured search result groupings, such as buttons **380a-j**, and accessible search results groupings, such as groupings that will be displayed upon selection of the add/remove link **383**. Placement may also include the ordering or placement within a listing, a relative positioning of the grouping on the user interface, etc. Placement options may be displayed to a sponsor as a obscured list, within a drop down menu, etc.

In a step **425**, system **100** may be configured to generate a suggested bid amount based on the placement selected by the sponsor. The suggested bid amount may be determined based on previously received bids for that placement, attributes of the sponsor, etc. The suggested bid may be displayed on the bidding interface prior to receipt of a bid from a sponsor.

In a step **430**, system **100** may be configured to receive a bid from a sponsor. The bid may be received in an input field of a bidding interface. The bid may be an amount charged for each time the grouping of search results is displayed, a monthly fee, an amount to be charged each time a search result from the grouping of search results is selected, or any other type of payment.

In a step **440**, system **100** may be configured to generate a projected revenue stream based on the received bid amount, characteristics of the bid amount, characteristics of a grouping of search results, etc. The projected revenue stream may further include a confidence value based on the quality and quantity of information used to generate the projected revenue stream.

In a step **445**, system **100** may be configured to accept or reject the bid. Acceptance and/or rejection may be based on the amount of the bid submitted, the amount of bids received from other sponsors, the projected revenue stream, projected revenue streams for bids from other sponsors, the particular search term being bid upon, etc.

Referring now to FIG. **4B**, an illustration of a web-based bidding interface **450** that allows a sponsor to place different bids for different placements of a grouping of search results is shown, according to an exemplary embodiment. Interface **450** includes a search term selection input field **451** configured to allow the sponsor to provide a search term or search term category upon which to place a bid. The user may submit a plurality of bids for that search term from a predetermined listing of placements within a user interface for display groupings of search results. For example, a user interface includes visible groupings of search results, obscured groupings of search results, and accessible groupings of search results. For example, where a sponsor has selected a search term of "MP3 players", as shown in FIG. **4B**, interface **450** includes a visible grouping placement listing **452** which includes a field **453** to enter a bid for that particular placement, a obscured groupings parameter listing **454** which includes a field **455** to enter a bid for that particular placement, and a accessible grouping parameter listing **456** which includes a field **457** to enter a bid for that particular listing.

System **100** may further be configured to analyze the received search term to apply the sponsors bid to related search terms and/or search term categories. For example, where a sponsor has selected a search term of "iPod", as

shown in FIG. **4B**, system **100** may be configured to apply the users bid to a search term category of "MP3 Players."

Each of the parameter listings **452-456** may be configured to allow advertisers to make their bids based on a parameter that is associated with a placement that is particularly valuable to an sponsor or in line with their desired spending. For example, an visible search grouping placement is more likely to result in selection of a search result from the sponsor's grouping of search results. Accordingly, an advertiser may bid a larger amount for an visible grouping. Advantageously, submitting bids based on the parameter of interest allows a sponsor to implement more targeted advertising. Providing multiple input fields allows the sponsor to enter multiple bid amounts, according to the differing value a sponsor associates with each parameter listing.

Although exemplary parameter listings are shown and described above with reference to interface **450**, it should be understood that other parameter listings may be provided which include fields for bidding on other types of parameters. The parameters may include different parameter listing types, different amounts associated with each parameter listing, etc. Exemplary additional parameters may relate to an ordering within each type of placement, highlighting features added to the grouping, etc.

Bidding interface **450** may further include a "suggested bid" button in a column **458** that will automatically populate input fields associated with the various placements. A suggested bid may be calculated based on a combination of the search term, the placement and historical data indicating the amount of bids that have previously been required for a given placement. Alternatively, a suggested bid may be displayed automatically upon access of bidding interface **450**. According to further alternative embodiments, the suggested bid button in column **458** may be replaced with a data field which conveys to the sponsor the premium value of a particular placement. For example, column **458** may include a value indicating a premium that a sponsor should expect to pay for a particular placement.

Bidding interface **450** may further be configured to include a "detailed information" button for each placement in a column **459**. Each detailed information button, when clicked, may cause a pop-up window to appear showing attributes, statistics, or other information associated with any particular placement. For example, a pop-up window may display the average number of click thrus associated with each particular placement.

Referring now to FIG. **5**, a flowchart **500** illustrating a method of adjusting the amount paid by the sponsor of a sponsored grouping of search results based on a performance metric is shown, according to an exemplary embodiment. The method may be implemented by system **100**.

In a step **510**, system **100** is configured to display the sponsored grouping of search results on a user interface. The sponsored grouping of search results may be displayed based upon entry by a user **130** of a particular search term that is associated with the sponsored grouping of search results.

Following display of the sponsored grouping of search results, system **100** may be configured to detect and record the occurrence of one or more events associated with the sponsored grouping of search results in a step **520**. Events may include selection of a search result by a user, purchase of a product listed in the sponsored grouping of search results by a user, navigation within the sponsored grouping of search results, etc.

Following an event, in step **530**, system **100** may be configured to determine whether the amount to be paid by



the sponsor should be adjusted based on the event. The amount to be paid may be adjusted based on events that provide a benefit to the provider of system 100 as well as the sponsor. Exemplary benefits may include a large volume of click-thrus, increasing the amount collected from the sponsor and raising the prestige of the provider of system 100, etc.

In a step 540, an accounting may be provided to the sponsor indicating the amount owed based on the sponsorship. The amount owed may be adjusted based on the one or more events that occurred within the latest accounting cycle. The sponsorship fee that is payable by the sponsor is based in part on the sponsor's bid amount. The fee may be further based on any of a variety of factors, such as whether the user actually clicked on a search result within the grouping, whether a transaction occurred, etc.

Although the above described steps are described as being performed in a certain order by a single entity, it should be understood that the method may include more, less, and/or a different ordering of the steps and be performed by any number of entities.

Those skilled in the art will also appreciate that the sample screens discussed above may be structured in different manners, with information added or removed, with information displayed on more screens or fewer screens, and with the interaction between various screens implemented in different manners. The data structures supporting the screens may also be structured in a different manner and contain more or less information than depicted.

It should be noted that although flow charts may be provided herein to show a specific order of method steps, it is understood that the order of these steps may differ from what is depicted. Also, two or more steps may be performed concurrently or with partial concurrence. Such variation will depend on the software and hardware systems chosen and on designer choice. It is understood that all such variations are within the scope of the invention. Likewise, software and web implementations of the present invention could be accomplished with standard programming techniques with rule based logic and other logic to accomplish the various database searching steps, correlation steps, comparison steps, and decision steps. It should also be noted that the word "component" as used herein and in the claims is intended to encompass implementations using one or more lines of software code, and/or hardware implementations, and/or equipment for receiving manual inputs. It is to be understood that any method steps as recited herein (e.g., in the claims) may be performed by a configuration utility (e.g., Java™-based) executed by a computing device based on input by a user. Of course, according to various alternative embodiments, any suitable configuration utility, application, system, computing device, etc. may be used to execute, implement and/or perform method steps as recited in this disclosure (including the claims).

Although functions have been described herein as being performed by particular systems or sub-systems, it should be understood that any described function may alternatively be performed by any of system or sub-system of system 100. Further, functions described herein as being performed as being performed by system 100 may alternatively be performed by any external system coupled to system 100.

The invention is described above with reference to drawings. These drawings illustrate certain details of specific embodiments that implement the systems and methods and programs of the present invention. However, describing the invention with drawings should not be construed as imposing on the invention any limitations associated with features

shown in the drawings. The present invention contemplates methods, systems, and program products on any machine-readable media for accomplishing its operations. The embodiments of the present invention may be implemented using an existing computer processor, or by a special purpose computer processor incorporated for this or another purpose or by a hardwired system.

As noted above, embodiments within the scope of the present invention include program products comprising machine-readable media for carrying or having machine-executable instructions or data structures stored thereon. Such machine-readable media can be any available media which can be accessed by a general purpose or special purpose computer or other machine with a processor. By way of example, such machine-readable media can comprise RAM, ROM, PROM, EPROM, EEPROM, CD-ROM or other optical disk storage, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to carry or store desired program code in the form of machine-executable instructions or data structures and which can be accessed by a general purpose or special purpose computer or other machine with a processor. When information is transferred or provided over a network or another communications connection (either hardwired, wireless, or a combination of hardwired or wireless) to a machine, the machine properly views the connection as a machine-readable medium. Thus, any such connection is properly termed a machine-readable medium. Combinations of the above are also included within the scope of machine-readable media. Machine-executable instructions comprise, for example, instructions and data which cause a general purpose computer, special purpose computer, or special purpose processing machine to perform a certain function or group of functions.

Embodiments of the invention have been described in the general context of method steps which may be implemented in one embodiment by a program product including machine-executable instructions, such as program code, for example, in the form of program modules executed by machines in networked environments. Generally, program modules include routines, programs, objects, components, data structures, etc. that perform particular tasks or implement particular abstract data types. Machine-executable instructions, associated data structures, and program modules represent examples of program code for executing steps of the methods disclosed herein. The particular sequence of such executable instructions or associated data structures represent examples of corresponding acts for implementing the functions described in such steps.

Embodiments of the present invention may be practiced in a networked environment using logical connections to one or more remote computers having processors. Logical connections may include a local area network (LAN) and a wide area network (WAN) that are presented here by way of example and not limitation. Such networking environments are commonplace in office-wide or enterprise-wide computer networks, intranets and the Internet and may use a wide variety of different communication protocols. Those skilled in the art will appreciate that such network computing environments will typically encompass many types of computer system configurations, including personal computers, hand-held devices, multi-processor systems, micro-processor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, and the like. Embodiments of the invention may also be practiced in distributed computing environments where tasks are performed by local and remote processing devices that are



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linked (either by hardwired links, wireless links, or by a combination of hardwired or wireless links) through a communications network. In a distributed computing environment, program modules may be located in both local and remote memory storage devices.

An exemplary system for implementing the overall system or portions of the invention might include a general purpose computing device in the form of a computer, including a processing unit, a system memory, and a system bus that couples various system components, including the system memory to the processing unit. The system memory may include read only memory (ROM) and random access memory (RAM). The computer may also include a magnetic hard disk drive for reading from and writing to a magnetic hard disk, a magnetic disk drive for reading from or writing to a removable magnetic disk, and an optical disk drive for reading from or writing to a removable optical disk such as a CD-ROM or other optical media. The drives and their associated machine-readable media provide nonvolatile storage of machine-executable instructions, data structures, program modules, and other data for the computer.

The foregoing description of embodiments of the invention has been presented for purposes of illustration and description. It is not intended to be exhaustive or to limit the invention to the precise form disclosed, and modifications and variations are possible in light of the above teachings or may be acquired from practice of the invention. The embodiments were chosen and described in order to explain the principals of the invention and its practical application to enable one skilled in the art to utilize the invention in various embodiments and with various modifications as are suited to the particular use contemplated.

What is claimed is:

1. A computer-implemented method, comprising:

receiving a search query that includes a search term;  
identifying a plurality of sets of search results based at least in part on the search term, the plurality of sets of search results including a first set of search results including a first set of items associated with a first item type and the plurality of sets of search results including a second set of search results including a second set of items associated with a second item type, the first set of items and the second set of items being provided through an electronic marketplace;

displaying the first set of items in a first pane of a display area and the second set of items in a second pane of the display area, the first pane and the second pane occupying a respective area of the display area, the first pane configured to display search results associated with a different item category type than the second pane;

displaying, for the first pane, the second pane, and one or more new panes to be displayed in the display area, a set of selectable options, the set of selectable options based at least in part on a quantity of search results in the plurality of sets of search results identified, the set of selectable options configured to open the one or more new panes to be displayed in the display area or to close the first pane and the second pane, the one or more new panes including a third set of search results including a third set of items of the set of search results being associated with a third item type differing from the first item type and the second item type, and the third set of items being provided through the electronic marketplace;

in response to a selection of one selectable option of the set of selectable options configured to open the one or more new panes, automatically adjusting an area of the

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first pane, the second pane, or both, such that the first pane, the second pane, the one or more new panes, and any additional panes substantially fill the display area; and

5 closing one of the first pane, the second pane, the one or more new panes, or any additional panes not accessed for a longest period of time compared to all other open panes when a number of the open panes exceeds a predetermined threshold.

2. The computer-implemented method of claim 1, further comprising:

receiving a pane selection of closing the first pane; and enlarging an area of the second pane to substantially fill the display area.

3. The computer-implemented method of claim 1, further comprising:

receiving a pane selection of opening a new pane; and reducing an area of the first pane and the second pane, wherein the new pane, first pane, and second pane substantially fill the display area.

4. The computer-implemented method of claim 1, further comprising:

receiving a pane selection of opening a new pane; and

closing at least one of the first pane or the second pane.

5. The computer-implemented method of claim 4,

wherein the user interaction includes at least one of: (i) causing display of additional information about a search result listed in a corresponding pane, (ii) following a hyperlink within the additional information, (iii) adding an item to a tentative shopping list, the item-associated with a search result-listed in a corresponding pane and (iv) purchasing an item associated with a search result listed in a corresponding pane.

6. The computer-implemented method of claim 4, further comprising:

closing one of the first pane or second pane associated with a minimum area of the display area.

7. The computer-implemented method of claim 1, further comprising:

receiving a bid for placement of sponsored search results corresponding to the search term, the bid including at a bid amount to place sponsored search results in a third pane of the display area;

calculating a projected revenue stream for the bid based at least in part on the bid amount; and

determining whether or not to accept the bid based at least in part on the projected revenue stream for the bid.

8. The computer-implemented method of claim 7, further comprising, before receiving the bid for placement, providing a suggested bid amount based at least in part on bids previously received.

9. The computer-implemented method of claim 7, wherein calculating a projected revenue stream is further based at least in part on performance history of the sponsored search results, and wherein the performance history of the sponsored search results includes at least one of (i) click through rates of the sponsored search results, (ii) amount of time users spend on one or more sponsored sites associated with the sponsored search results, and (iii) results of user satisfaction survey.

10. A computing system, comprising:

at least one processor; and

a memory device including instructions that, when executed by the at least one processor, cause the computing system to:

receive a search query that includes a search term;



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identify a plurality of sets of search results based at least in part on the search term, the plurality of sets of search results including a first set of search results including a first set of items associated with a first item type and the plurality of sets of search results including a second set of search results including a second set of items associated with a second item type, the first set of items and the second set of items provided through an electronic marketplace;

display the first set of items in a first pane of a display area and the second set of items in a second pane of the display area, the first pane and the second pane occupying a respective area of the display area, the first pane configured to display search results associated with a different item category type than the second pane;

display, for the first pane, the second pane, and one or more new panes to be displayed in the display area, a set of selectable options, the set of selectable options based at least in part on a quantity of search results in the plurality of sets of search results identified, the set of selectable options configured to open the one or more new panes to be displayed in the display area or to close the first pane and the second pane, the one or more new panes including a third set of search results including a third set of items of the set of search results being associated with a third item type differing from the first item type and the second item type, and the third set of items being provided through the electronic marketplace;

in response to a selection of a selectable option of the set of selectable options configured to open the one or more new panes, automatically adjust an area of the first pane, the second pane, or both, such that the first pane, the second pane, the one or more new panes, and any additional panes substantially fill the display area; and

close one of the first pane, the second pane, the one or more new panes, or any additional panes not accessed for a longest period of time compared to all other open panes when a number of the open panes exceeds a predetermined threshold.

**11.** The computing system of claim **10**, wherein the instructions when executed further enable the processor to: receive a pane selection of closing the first pane; and enlarge an area of the second pane to substantially fill the display area.

**12.** The computing system of claim **10**, wherein the instructions when executed further enable the processor to: receive a pane selection of opening a new pane; and reduce an area of the first pane and the second pane, wherein the new pane, first pane, and second pane substantially fill the display area.

**13.** The computing system of claim **12**, wherein the user interaction includes at least one of: (i) causing display of additional information about a search result listed in a corresponding pane, (ii) following a hyperlink within the additional information, (iii) adding an item to a tentative shopping list, the item associated with a search result listed in a corresponding pane, and (iv) purchasing an item associated with a search result listed in a corresponding pane.

**14.** The computing system of claim **10**, wherein the instructions when executed further enable the processor to: receive a bid for placement of sponsored search results corresponding to the search term, the bid including at a bid amount to place sponsored search results in a third pane of the display area;

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calculate a projected revenue stream for the bid based at least in part on the bid amount; and

determine whether or not to accept the bid based at least in part on the projected revenue stream for the bid.

**15.** A non-transitory computer readable storage medium storing one or more sequences of instructions executable by one or more processors to perform a set of operations comprising:

receiving a search query that includes a search term;

identifying a plurality of sets of search results based at least in part on the search term, the plurality of sets of search results including a first set of search results including a first set of items associated with a first item type and the plurality of sets of search results including a second set of search results including a second set of items associated with a second item type, the first set of items and the second set of items provided through an electronic marketplace;

displaying the first set of items in a first pane of a display area and the second set of items in a second pane of the display area, the first pane and the second pane occupying a respective area of the display area, the first pane configured to display search results associated with a different item category type than the second pane;

displaying, for the first pane, the second pane, and one or more new panes to be displayed in the display area, a set of selectable options, the set of selectable options based at least in part on a quantity of search results in the plurality of sets of search results identified, the set of selectable options configured to open the one or more new panes to be displayed in the display area or to close the first pane and the second pane, the one or more new panes including a third set of search results including a third set of items of the set of search results being associated with a third item type differing from the first item type and the second item type, and the third set of items being provided through the electronic marketplace;

in response to a selection of a selectable option of the set of selectable options configured to open the one or more new panes, automatically adjusting an area of the first pane, the second pane, or both, such that the first pane, the second pane, the one or more new panes, and any additional panes substantially fill the display area; and

closing one of the first pane, the second pane, the one or more new panes, or any additional panes not accessed for a longest period of time compared to all other open panes when a number of the open panes exceeds a predetermined threshold.

**16.** The non-transitory computer readable storage medium of claim **15**, further comprising instructions executed by the one or more processors to perform the set of operations of: receiving a bid for placement of sponsored search results corresponding to the search term, the bid including at a bid amount to place sponsored search results in a third pane of the display area;

calculating a projected revenue stream for the bid based at least in part on the bid amount; and

determining whether or not to accept the bid based at least in part on the projected revenue stream for the bid.

**17.** The non-transitory computer readable storage medium of claim **16**, further comprising instructions executed by the one or more processors to perform the set of operations of: before receiving the bid for placement, providing a suggested bid amount based at least in part on bids previously received.

18. The non-transitory computer readable storage medium of claim 16, wherein calculating a projected revenue stream is further based at least in part on performance history of the sponsored search results, and wherein the performance history of the sponsored search results includes at least one of 5 (i) click through rates of the sponsored search results, (ii) amount of time users spend on one or more sponsored sites associated with the sponsored search results, and (iii) results of user satisfaction survey.

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